

Seattle Schools Walking Challenge

A 4 week walking competition
among Seattle Public Schools district
employees.

Project Overview

- Outcome of staff wellness committee
- 4 week pedometer based program
- Participation- 28% of district employees
- Team structure
- Incentive driven- prizes and coach potato status
- Kick off coincided with staff wellness fair
- Goal: increase activity of sedentary employees

Process

- Primary Coordinator- STEPS staff.
- Guidelines/Rules provided.
- Individuals recorded steps for 4 weeks. Team leaders motivated individuals and provided appropriate data to Coordinator.
- Coordinator provided motivational emails, clarifies issues, answered questions and provided weekly updates.
- Incentives provided to “winning” teams.

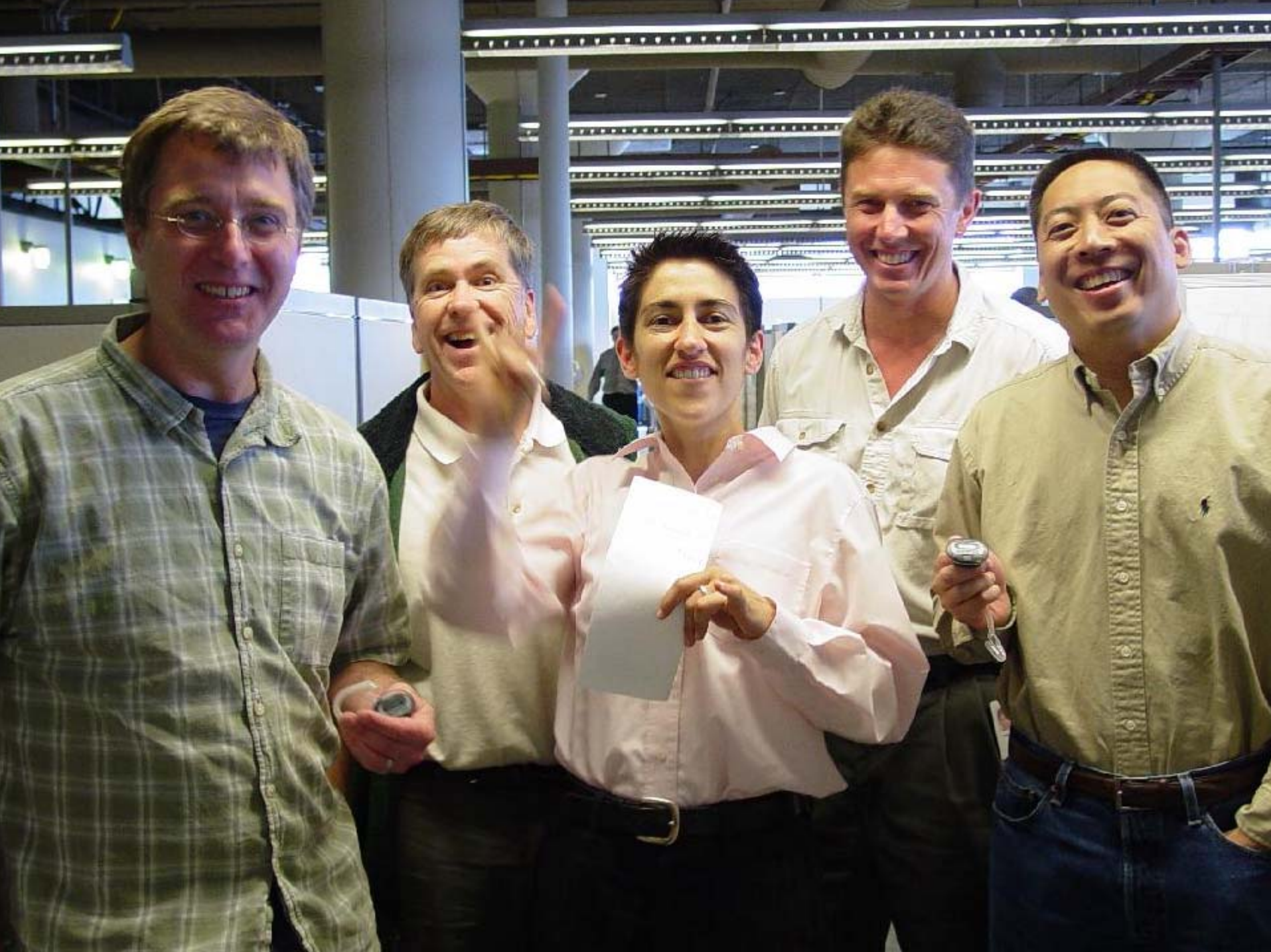
Walking Challenge Pictures



















Motivational Strategies

- Structure of team offered peer support and leader.
- Weekly emails- motivational.
- Prize incentives
- Weekly updates
- Added “collective” team goal to walk around the world.

By the end of week one.....

- We walked to Casablanca.
- 5,764 miles!



By the end of week two.....

- We needed a serious break.
- Where better to take a rest than on the beautiful beaches of Sibu, Malaysia!
- 12,772 miles!



By the end of week 3.....

- We decided to get out of the sun and get some extra steps climbing mountains.
- We took a brief stop in beautiful Kamchatku, Russia!
- 20,028 miles!



By the end of week four....

- Did we make it around the world and back to Seattle
or did we sink in the Pacific?



OR





We walked 26,972 miles. We made it all the way around the globe! 107.9 % of our goal.

Anticipated Outcome #1:

Increased physical activity

“The Walking Challenge has changed my life. I’ve been here for two years and not until we formed a team did I feel a real excitement for my health. Now I will not stop- I will continue to walk at lunchtime and in the evening as well.”

“Most of our group felt they were more active during this four weeks and are inspired to keep at it. One member mentioned that when you’re more active, you feel better about yourself and that’s a win-win.”

“Thank you so much for this event. It has been fun and very beneficial for all of us. At least it has flipped this “couch potato” over and started it rolling.....though very slowly, but will continue to roll after this walkathon ends”.

Preliminary Eval Results

	Prior to WC	Post WC
I don't exercise or walk regularly but have been thinking about starting.	25%	6.9%
I have been exercising or walking regularly < 4 days/week.	40.3%	36.1%
I have been exercising or walking regularly at least 4 days a week for less than 6 months.	5.6%	20.8%
I have been exercising or walking regularly at least 4 days a week for 6 months or longer.	27.8%	36.1%

Anticipated Outcome #2

Increased awareness and
self evaluation of physical
activity levels

“It was great to hear a team member say- " parking in the back lot isn't so bad any more, because now I look at walking from my car to my cubby as a way to increase my steps”

“The walking challenge really showed how diverse our jobs are and how tied to our desks some of us have to be. By comparing our daily walks to each other’s, we learned to carve time into our daily routine to get out of our chairs and move around. I think everyone has been inspired to walk from now on.”

Anticipated Outcome #3

Increased knowledge about
energy required for various
activities.

“Soccer games rack up more steps than softball games (surprise, surprise). Softball games rack up more steps than going to the movies.”

“Marching, dancing and gardening are a great way to get more steps!”

Unanticipated Outcomes:

- Developed relationships with other district employees, Board and Superintendent.
- Promoted visibility to STEPS to Health.
- Interest by others to repeat and coordinate the program = sustainability.
- Great way to build support for policies.
- Personal inspiration developed- from “them” to “us.”

Walking Challenge Costs

- Coordination support (80 hrs).....in-kind
- Prizes and Incentives.....\$905
- Pedometers.....\$1,500
- The passing of the PE policy.....priceless!